

## Syllabus for: BUS 10 – Intro to Business

<b>Semester &amp; Year:</b>	Fall, 2015-16
<b>Course ID and Section Number:</b>	BUS-10-D8439 (038439)
<b>Number of Credits/Units:</b>	3 units
<b>Day/Time:</b>	Wed. 5:15 – 8:25 pm
<b>Location:</b>	DM 34 (Del Norte Campus)
<b>Instructor's Name:</b>	Bernadette M. Johnson, MBA/Mkt. MSC/MFCT
<b>Contact Information:</b>	Office hours: By appointment Phone: (707) 460-0957 Email: <a href="mailto:bernadette-johnson@redwoods.edu">bernadette-johnson@redwoods.edu</a> My goal is to respond to messages within 24 hours. If you have an urgent matter, please feel free to make multiple attempts to contact me. I want you to be successful; you are not bothering me.
<b>Course Description (catalog description as described in course outline):</b>	An introduction to the trends and opportunities in today's dynamic global business environment surveying economics, global business, social responsibility, ownership forms, entrepreneurship, management organization, marketing, accounting and financial management.
<b>Student Learning Outcomes (as described in course outline):</b>	<ol style="list-style-type: none"><li>1. Analyze situations and apply business terms and concepts to make business decisions.</li><li>2. Communicate effectively as writers, listeners, and speakers in social and business settings.</li></ol>
<b>Special accommodations:</b>	College of the Redwoods complies with the Americans with Disabilities Act in making reasonable accommodations for qualified students with disabilities. Please present your written accommodations document to me as promptly as possible so that necessary arrangements can be made. If you have a disability or believe you might benefit from disability related services and may need accommodations, please see me or contact Disabled Students Programs and Services at (707) 465-2351 or visit the LIGHT center in the library.
<b>Academic Misconduct:</b>	Cheating, plagiarism, collusion, abuse of resource materials, computer misuse, fabrication or falsification, multiple submissions, complicity in academic misconduct, and/ or bearing false witness will not be tolerated. Violations will be dealt with according to the procedures and sanctions proscribed by the College of the Redwoods. Students caught plagiarizing or cheating on exams will receive an "F" in the course. The student code of conduct, AP 5500 is available on the College of the Redwoods website at: <a href="http://redwoods.edu/District/Board/New/Chapter5/AP%205500%20Conduct%20Code%20">http://redwoods.edu/District/Board/New/Chapter5/AP%205500%20Conduct%20Code%</a>

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Additional information about the rights and responsibilities of students, Board policies, and administrative procedures is located in the college catalog and on the College of the Redwoods homepage.

College of the Redwoods is committed to equal opportunity in employment, admission to the college, and in the conduct of all of its programs and activities.

**Prerequisites/Corequisites:**

None – Completion of ENG 150 or higher is recommended.

**CANVAS:**

Grades will be made available on CANVAS so you can track your progress. If you have questions or concerns please see me for assistance.

**COURSE SCHEDULE:\***

You can use the schedule below to assist you in tracking and planning for assignments throughout the semester. Be aware that changes may be made as needed, so contact me if you are unsure about an assignment.

Date	Week	Assignment Due	Points	Earned	Participation Points	Earned
Aug 26	1	None	0		5	
Sept 2	2	Current Event #1	10		5	
Sept 9	3	Current Event #2	10		5	
Sept 16	4	Current Event #3	10		5	
Sept 23	5	Current Event #4	10		5	
Sept 30	6	Current Event #5	10		5	
Oct 7	7	Current Event #6	10		5	
Oct 14	8	Mid Term	75		5	
Oct 21	9	Current Event #7	10		5	
Oct 28	10	Current Event #8	10		5	
Oct 30		Last Day to Drop with a "W"				
Nov 4	11	Current Event #9	10		5	
Nov 9		Veteran's Day – No School				
Nov 11	12	Current Event #10	10		5	
Nov 18	13	Personal Financial Report	35		5	
Nov 25		<b>NO CLASS not a C/R Holiday</b>				
Nov 26-27		Thanksgiving – No School				
Dec 2	14	Group Presentations	150		5	
Dec 10	15	Final Exam – 3:15-5:15	100		0	

\* Subject to change.

**Textbook Reading:**

You are expected to read the assigned chapters below prior to class. Lecture and discussions will focus on the topics covered in the assigned chapters. Participation points will be earned for demonstrating your knowledge of the assigned material in class discussions and content for your mid-term and final exams.

### Reading Assignments:

<b>Due</b>	<b>Week</b>	<b>Text Chapter</b>	<b>Topic:</b>
Aug 26	1	None	
Sept 2	2	Chapter 1	The Business Environment
Sept 9	3	Chapter 2	Economics
Sept 16	4	Chapter 3	The World Marketplace
Sept 23	5	Chapter 4	Business Ethics and Social Responsibility
Sept 30	6	Chapter 5	Business Communication
Oct 7	7	Chapter 7	Entrepreneurship
Oct 14	8	Mid Term	Chapters 1-7
Oct 21	9	Chapter 8	Accounting
Oct 28	10	Chapter 11	Marketing
Oct 30		Last Day to Drop with a "W"	
Nov 4	11	Chapter 14	Management, Motivation and Leadership
Nov 9		Veteran's Day – No School	
Nov 11	12	Chapter 15	Human Resource Management
Nov 18	13	Personal Finance Appendix	Personal Finance and Budgeting
Nov 25		<b>NO CLASS not a C/R Holiday</b>	
Nov 26-27		Thanksgiving – No School	
Dec 3	14	Group Presentations	
Dec 10	15	Final Exam – 3:15-5:15	

## Course Requirements

### **Participation – (70 points total)**

Mirroring the business world today, this course will provide many opportunities for students to engage in open discussion and debate of current events and learning topics. Students can earn up to **5 points per class** by contributing to current event discussions and participation in other individual and group activities. Arriving late or leaving early will result in the loss of participation points. **Students who miss 7 or more classes may be dropped from the course.**

### **Current Events (100 points total)**

For the first 10 weeks of the course students can earn up to **10 points per class** by completing, turning in and being prepared to share a current event about a business topic relevant to the course. Below are the criteria for current events:

- ✓ Article is no more than one year old.
- ✓ Article is from a credible business source.
- ✓ Student has answered the following questions:

1. Why did I choose this article?
2. How does it relate to a topic in the course/textbook?
3. What did I learn from reading it? What questions did it spark?

✓ Student is prepared to share with the class responses to the questions.

### **Team Project – Business Venture Proposal (150 points total)**

This project will be discussed in detail throughout the class. Your team will design a new business venture. The project will be divided into three components: 1) Written Business Plan (financial, operations and marketing). 2) Investor Presentation 3) Written Team Reflection.

#### Component #1: Business Plan – 50 points

Your team will turn in a 3-5 page typed document that details three essential parts of any successful business: finance, operations and marketing. Please remember that format/presentation is very important in today's business world. Use creativity in developing your written document.

#### **Your business plan should include the following:**

- 1) Budget – demonstrate a realistic financial plan that projects profit.
- 2) Structure – illustrate how you will organize people in your business.
- 3) Marketing – describe your target audience and how you will reach them.
- 4) SWOT – tell us about the strengths, weaknesses, opportunities and threats.
- 5) Appeal – describe why your business is unique among competitors.

#### Component #2: Investor Presentation – 50 points

Your team will give a 20-30 minute presentation about your business to a class of "potential investors". The team will be graded on preparation, professionalism, visual aids, creativity and overall cohesion of concept and the execution of the "pitch".

**Please note: Attendance is required for all presentations. If you fail to attend your scheduled presentation you will not receive any points for your group work regardless of how much you contributed prior to the presentation.\***

\*An exception may be considered for an unplanned medical or family emergency but official documentation will be required and all points from the presentation portion (50

points) will be deducted from your grade.

Component #3: Team Reflection – 50 points

Your team will submit a 2-3 page typed reflection describing how this project has influenced your understanding of business and team dynamics. In the paper you must discuss your strengths and difficulties as a team, how you dealt with challenges, what you learned about business and what (if anything) you would change about your business plan and/or pitch if you were to do this project again.

**Individual Project: Personal Financial Report - 35 points**

This project will be discussed in detail throughout the class. Students will track all expenses for a month (collecting every receipt) and estimate all sources of income for a month. After reviewing your current financial situation, you will analyze ways in which you can improve your “bottom line” through a personal budget.

**Mid-Term – 75 points**

The Mid-Term Exam will include multiple choice, short answer and essay questions and will be cumulative and will cover topics from assigned readings, lecture and class discussions. A study guide/outline will be provided.

**Final Exam – 100 points**

The Final Exam will include multiple choice, short answer and essay questions and will be cumulative covering topics from the entire course. A study guide/outline will be provided.

**Grading Scale:**

93-100% = A  
90-92% = A-  
83-86% = B  
87-89% = B+  
80-82% = B-  
70-76% = C  
77-79% = C+  
60-69% = D

**Required Textbook:**

BUSN, 8 Edition. Marce Kelly, Jim McGowen & Chuck Williams, South-Western, Cengage Learning. (ISBN-13: 978-1285775296 ISBN-10: 1285775295 )

**Materials:**

Pen, paper, calculator, access to the internet and a computer with word processing.

**Late Work/Make Up Work:**

Assignments are to be turned in at the beginning of class on the day they are due. If you are absent, you must submit assignments to my box (located in the library) by 7:00 pm on or before the due date. Late assignments will receive an automatic 50% reduction in points. If you have an extenuating circumstance or personal emergency, please contact me by phone or email.

**Use of Electronic Devices:**

Electronic devices are essential tools in the business world today. During this course we will learn and practice appropriate business etiquette to guide use of these tools in the classroom. Students are expected to utilize cell phones, tablets and personal computers for academic purposes only during class. Cell phones are to be turned off or placed on silent during class. If you have a personal emergency and must take a phone call, please exit the classroom quietly without disrupting others. Following this guideline is an essential part of class participation.

**Behavioral Expectations:**

Students are expected to maintain a professional attitude and treat others with respect. Open discussion and debate is expected but students are encouraged to refrain from the use of offensive language when engaging with others in class as this does not demonstrate professional behavior in the business world. Please consult with your instructor if you have any concerns or need help with the academic content or other expectations of this course.

**Final Exam:**

**Wednesday, Dec 10<sup>th</sup> 3:15 -5:15**

**Emergency Procedures:**

Please review the campus evacuation sites, including the closest site to this classroom (posted by the exit of each room) and review [www.redwoods.edu/safety.asp](http://www.redwoods.edu/safety.asp) for information on campus Emergency Procedures.

During an evacuation:

- Be aware of all marked exits from your area and building. Know the routes from your work area to the nearest exits.
- Once outside, move to the nearest evacuation point outside your building.

- Keep streets and walkways clear for emergency vehicles and personnel.
- Do not leave campus, unless it has been deemed safe by the Incident Commander or campus authorities.

**RAVE** – College of the Redwoods has implemented an emergency alert system. Everyone is entered already to receive a message at their CR email address. In the event of an emergency on campus, you can also elect to receive an alert through your personal email, and/or phones at your home, office, and cell. This emergency alert system will be available to all students, staff, and other interested parties.

Registration is necessary in order to receive emergency alerts. Please go to <https://www.GetRave.com/login/Redwoods> and use the "Register" button on the top right portion of the registration page to create an account. During the registration process you can elect to add additional information, such as office phone, home phone, cell phone, and personal email. Please use your CR email address as your primary Registration Email. Your CR email address ends with "redwoods.edu."